

Approved X

**Public Awareness Subcommittee
Meeting Minutes**
Wednesday, October 31, 2012

Convened at 10:00 AM

Members Present: Josiane Martinez, Shannon Erwin, Javier Marin, Heather Rowe, Linda Brown, Franklin Soultis, Lurena Lee

Staff Present: Emalie Gainey, Alicia Pradas-Monne, Samuel Tsoi

Approval of Meeting Minutes

- Motion for approval of 10/10/2012 Public Awareness minutes, Linda Brown Seconded
- Minutes adopted unanimously and will be posted on the AGO website.

Draft presentation – Samuel Tsoi

- Slides to be used for November Task Force presentation
 - Subcommittee members and consultants
 - Tenet and timeline
 - Strategy map – general campaign and micro-targets: sex trafficking/labor trafficking exploiters, buyers, victims
 - Principles: cohesive branding, victim-sensitive materials/outreach format, culturally-competent messaging/immigration sensitivities, align with private, state, and national efforts, cost-effective and innovative avenues
 - Channels: mainstream media, community, public notices, events, website, advertising
 - Strategic Partnerships: victim services, gov't agencies, schools/academia, businesses, health care, transit, NGOs, labor, faith-based organizations, law enforcement, media
 - Micro-targets and outcomes (in parenthesis): sex trafficking – exploiters/buyers (enforcement and consequences), victims/survivors (don't be afraid to come forward) [Sample posters/materials: Atlanta "Not in my city" campaign, My Life My Choice poster]
 - Micro-targets and outcomes (in parenthesis): labor trafficking – employers (enforcement and consequences), consumers (demand fair labor/report tips), workers (services, rights, signs of trafficking) [Samples: HHS, DHS, MA Wage & Hour, MasTV Spanish PSA, slaveryfootprint.org]
 - Recent developments: President Obama speech at CGI, "Partnership for Freedom" – innovation awards to stop human trafficking
 - Next step: estimate cost, meet with partners, survey/marketing research, identify pro-bono designer

Feedback and Revisions (See Attachment – finalized slides)

- Spelling and missing info: + Lurena Lee, + Audrey Porter, “tenet” instead of “mandate,” “victims” instead of “victors”
- Channels: + community outreach, + public health campaigns
- Micro targets: + nail salons (channels), +hotline (message), +empowerment (outcomes)
- Samples: + housing/community meetings, Metro article
- Partnerships: +celebrities, + civic leaders, + elected officials, + coalitions/networks, + municipalities

Upcoming Meetings

Presenting at Task Force Meeting on Wednesday, November 7th

- Meeting date tentatively set for Wednesday, December 5th from 10am -12pm

Motion to adjourn, Martinez – Shannon Erwin Seconded.

Meeting Adjourned at 11:45AM